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## North Coast News & Views No. 35

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### September 2018 IVS Update

For the year ending September 2018 the North Coast region received over 353k international visitors, an increase of 3% on the previous year. They stayed for a combined 3.7 million nights with an average length of stay of ten and a half nights, both flat year-on-year.

The number of backpackers visiting declined by -7% with 145k visiting the region. The decline in backpackers contributes significantly to the dip in year-on-year performance for traditional key markets such as the UK, Germany, USA and Scandinavia which can be seen in the table below.

The below table details the top 10 international markets to the North Coast region over this period. The year-on-year performance is noted in brackets:

<b>Market</b>	<b>Visitors</b>	<b>Nights</b>	<b>ALOS<sup>^</sup></b>
United Kingdom	65,712 (-10%)	599K (-19%)	9.2 (-10%)
Germany	37,692 (-7%)	269K (-13%)	7.1 (-7%)
New Zealand	37,200 (+5%)	274K (+18%)	7.4 (+13%)
USA	32,838 (-15%)	277K (-18%)	8.4 (-3%)
France	17,522 (+5%)	200K (+5%)	11.4 (-1%)
Canada	17,373 (+8%)	156K (-33%)	9.0 (-38%)
Scandinavia	16,008 (-11%)	104K (-21%)	6.5 (-11%)
China	14,074 (+50%)	83K (+128%)	5.9 (+52%)
Netherlands	11,154 (+18%)	67K (-4%)	6.0 (-19%)
Switzerland	9,935 (-1%)	85K (-31%)	8.6 (-30%)

<sup>^</sup>Average length of stay

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## Applications For Diversity Grants For Events - Open

The Multicultural NSW Celebrating Diversity Grants Program invests in community projects, events and activities that foster community harmony and celebrate cultural diversity.

Round Three: Celebrating Diversity Grants – Events is open for applications from 21 January – 25 February 2019, for events from 1 May to 31 December 2019. [Click here for further information](#)



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## 5 Tips To Market Your Business Smarter, Not Harder

Recently published by News Corp Australia, we thought these tips were worth sharing.

Pour yourself a cuppa and read these [5 tips to work smarter and improve your marketing...](#) it could be the best ten minutes you ever spent.

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## Treasury 'Gig Economy' Discussion Paper

It's been reported that the Treasury will reveal plans for new income-reporting regime to ensure people working in the gig economy pay fair share of tax thus impacting Uber drivers and Airbnb hosts among others.

Sharing economy platform providers are also in the spotlight with the Treasury seeking input to its consultation paper which can be found [online](#). The consultation paper discusses existing arrangements for reporting sharing economy information and seeks views on the possible design characteristics of a reporting regime, including the scope of proposed information reporting requirements with submissions open until the 22nd February.



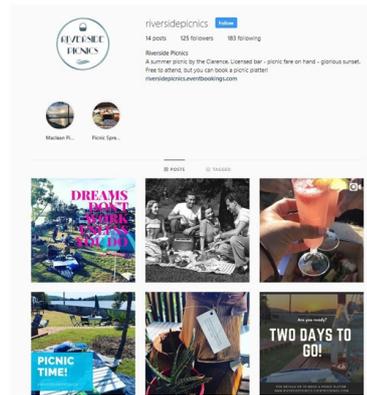
## NEW North Coast Product

**Riverside Picnics**, which targets locals and the VFR market is new to the Clarence Valley. [Please take a look](#) here and also on [Insta](#).

**Ghetto Babe Street Eats** is bringing a little bit of Asia to Lismore (and being about 2 mins walk from the DNC office is just a little bit too tempting!). Their tables are full spilling out into the Star Court Arcade from 9am - 3pm weekdays.

Still in Lismore, for the first time ever, the [AFL JLT Preseason Competition](#) will see the Sydney Swans play the Gold Coast Suns at Oaks Oval on March 10, 2019. Go Swans!

It's all happening at Urunga with the final stage of the [Hungry Head Shared Cycle Pedestrian Path](#) now finished and proving popular with locals and visitors alike and with works set to commence with further improvements to the pontoons and boardwalk of the Urunga Lido (Tidal Swimming Pool).



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## North Coast Accolades

### NY Times – 52 Places to Go in 2019

The Northern Rivers region of NSW has been included in the New York Times '[52 Places to Go in 2019](#)' column that was published recently. Wow, just wow! You are in rare air Northern Rivers!

### Forster - Top 10 for Wotif's Top 10 Aussie Towns for 2019

And beautiful sleepy Forster (not for long!) also got a gong as one of [Wotif's top towns for 2019](#).

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## North Coast in the Media

Fairfax Media 'Traveller' magazine (and the [Traveller website](#)) this month published a great profile piece on **South West Rocks**, in Kempsey Shire.

Read the attached article to see why South West Rocks is coming into its own as a treasured North Coast holiday destination.

The **Cook's Pantry** (Channel 10) aired a great episode featuring some of Port Macquarie's fabulous personalities and businesses with interviews and footage at Mantra the Observatory with a BBQ on the veranda, out on the Hastings River with PortJet Cruises, Urban Grain Bakery's



WHERE AUSTRALIA  
**THE GREAT GETAWAYS  
THAT GOT AWAY**

baking techniques, and Ricardoes Tomatoes. [Check it out](#) if you missed it.

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## Update your Listing

As 2019 kicks into gear, it's time to jump online and check your Destination NSW **Get Connected** listing (which publishes to [VisitNSW.com](http://VisitNSW.com) and [Australia.com](http://Australia.com) among other websites) is accurate and up-to-date. Specifically, check your contact details and website information is accurate and refresh any descriptive copy to account for updates and changes that occurred last year. It's a great time to add in new and fresh images that show your property or activity in the best light possible.

[Update Your Get Connected listing](#)

**Meet In NSW** is the site to list your Conferencing venue or associated Business Events service for free.

The NSW Regional Conferencing sector is a key part of the broader NSW Visitor Economy, and has the potential to bring significant economic and employment benefits to regional NSW. The business events sector generates \$290 million in delegate expenditure, additional visitor expenditure of \$11.6 million from pre and post conference touring and the employment of more than 2,300 people.

[List](#) your Conferencing venue to gain your piece of the Regional Conferencing action.

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## Upcoming Events on the North Coast

To aid in your planning, keep in mind this upcoming event on the North Coast.

### **Byron Bay Surf Festival – Wed 20th – Sun 24th, February 2019**

Now in its 9th year, the Byron Bay Surf Festival showcases core and creative surf culture by presenting innovative and experiential ideas through unique and engaging experiences over a 5-day festival. There's a bunch of free, and family-friendly events, 16 to be exact, to enjoy. Have a [look here](#) for a full overview of all the events!



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